



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
SAMARAHAN CAMPUS**

**FACULTY OF ART AND DESIGN**

**DIPLOMA IN ART AND GRAPHIC DESIGN**

**X-PERT LAUNDRY**

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## **1.1 EXECUTIVE SUMMARY**

The name of our company is X-pert Laundry Services. The business is in form of enterprise which consists of four members. Each partner contributes certain amount of capital as agreed in agreement. The main business activity is laundry which our concepts are collect and deliver from home to home. We do operate the walk-in self service laundry also and these give the customer more option either to use our facilities to wash their own clothes or they leave it to us to wash it. These concepts are established due to the modern contemporary style of living which the people in this global era become busier with their work and may not be able to do some house chores such as cleaning their own clothes. Our concept is also accurate and suitable with the campus way of life which the student's time nowadays becomes more compact. Our business operation is at 10 a.m to 9 p.m on weekdays and on weekends and public holidays at 24 hours.

There are no sleeping partners and all are entitled to participate in the business management. We agreed that Mohammad Hanafi b Sabli is our General Manager and also Administration Manager, Qamarul Ariffin b Abd Hashim is the Operation Manager, Muhd Izqhar as Financial Manager and Macwylder as Marketing Manager. The selection of General Manager is based on consensus among all the partners and selected based on the experience, skills and ability.

The management team will be led by the General Manager and assist by the other managers. The General Manager is responsible in planning, leading, controlling and organizing the business. The Administration Manager is responsible for the job that related to administration such as planning and arranging the remuneration schedule of salary and wages. The Operation Manager is responsible to the entire job that related to the operation and will be supervise and coordinate the operation of the business. The Marketing Manager will be responsible to create the marketing plan, identifying the customer's need and demand, identifying the competitors, target market, market size and forecast the future market. Lastly, the Financial Manager will be handled the financial matters such as preparing the budget and financial statement for expenses of each departments and controlling the flow of the money of the organization.

## 1.2 SUBMISSION LETTER

**ETR 300 Students,**  
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**Mr. JAMESON GARRY**  
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94300 Kota Samarahan  
SARAWAK.

5 October 2008

Sir,

### RE: SUBMISSION OF BUSINESS PLAN

As a representative of our company, X-pert Laundry Services, I would like to submit our business plan for your evaluation and further action. We are very grateful for the motivation, advice and support that have been given by you in order to accomplish this business plan and in the same time anchored us toward goals and objective of the preparation of this business plan until we finally completing according to time given and as scheduled.

## **1.5 INTRODUCTION TO BUSINESS PLAN**

X-pert Laundry Services is a partnership business which ventures and major with the services of delivery. The delivery laundry can be simplified in words as the take and deliver the clothes and other materials (pants, jackets, blazers, curtain, mattress and etc.) to be washed until 99.8% clean. The business is in form of enterprise which consists of five shareholders. All shareholders had agreed as stated in agreement letter which the amount of capital, profit and loss will be divided as stated ratio. We had choose this kind of business because it shows the equality and no one will be discriminated as the profits and losses are equally divided in the end of the accounting period. In other way, the partnership is a perfect option to be taken because the shareholders will always sharing ideas and knowledge in order to gain profit and achieve high productivity time to time.

## **1.6 NAME OF THE COMPANY**

The name of our company is X-pert Laundry Services. We had chosen this name not intended to relate the name with the laundry activities but as expression of the customers after their purchasing our services. With the service of taking the unwashed clothes and deliver it back with the clean one home to home plus the option to purchase our self service laundry at our premise plus the quality of services that we produce and easiness their dirty clothes to get cleaned, the customer will only able to respond with saying, wow!!.